GMP MPZ meeting

/ total list for Clubs we wanted to get into.
- include clubs from last year - not in this year why?

formalized schedule by 9/26

Reno landing - Philly?

Hologram pack issue
- price
- #'s

Hunter - how much? timetable + cost implications
When is drop dead? factor in existing materials we can use.

273 neck warmers/gaiters
sunglasses
32 gloves

Visibility program - purely visibility (low-key)
Different scenarios of costs & programs
Restaurant type program

party zone pack - cost implications
Hologram bar pack

May retail promotion related to
Party zone
- sweepstake overlay

integrate May Retail
W/PZ sweepstakes

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Source: https://www.industrydocuments.ucsf.edu/docs/yrjn0004

Reconvene ~~9/25~~ 9/27 morning 10-12

Newsletter
- format
- verbage/content

feedback from Lauren by Tues next week 5pm

Next steps:

- comprehensive listing of clubs in all markets (next Friday) 9/20
- tentative schedule (9/20)
- final schedule (9/26)
- Philly - Penns Landing
- Boston - increase Sales people 2-3
- Allocation for Hollogram ~~re~~ in metro mkt.
- pricing recommendation
- Lauren how get packs to GMR (Info to Lauren immediately)
- can we do B2G1F in PZ (check w/legal)
- timetable/Budget + Hunter (9/27)
- exec. summary for 2 visibility programs
  - turnkey bar
  - Restaurant

  cost estimates + how fit into tot. budget (whole '97 budget)

  incremental - Balt, Wash, Tampa, Orlando, Chicago, Hartford, Syracuse, ~~Albany~~ Albany

  newsletter + postcards incremental

- recommendations on leveraging H. Ducks/Electric

GMR

- metro signage - send sample of everything
- Comprehensive list of what we are using at metro.

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